

We Claim:

1. A method for targeting customers comprising the steps of:
receiving a customer request on a channel;
5 forming an integrated belief profile for said requesting customer for a set of channel types;
executing said request to give a response;
generating a promotion on the basis of said integrated belief profile; and
providing said response and said promotion to said requesting customer.
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2. The method of claim 1, comprising the further step of identifying the customer making the request, and wherein said step of forming an integrated belief profile includes:
generating a set of beliefs for said customer for said set of channels; and
generating said integrated belief profile from a respective said set of
15 beliefs.
3. The method of claim 2, wherein a normalized Dempster Orthogonal Sum of said set of beliefs is formed to give said integrated belief profile.
- 20 4. The method of claim 1, wherein said promotion is generated according to a set of predetermined rules.
5. The method of claim 2, wherein the step of generating a promotion is also based on said customer beliefs for the respective channel.
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6. The method of claim 1, further comprising the step of identifying the channel upon which the request is made, and wherein said response and said promotion is provided on said identified channel type.
- 30 7. The method of claim 1, wherein said receiving step further includes converting a format of the requesting channel to a common format, and wherein said providing step back-converts said response and said promotion to the format of the customer request.

8. The method of claim 1, comprising the further step of accumulating said set of beliefs for customers over multiple user sessions such that said integrated belief profile is incrementally updated.

5 9. A data processing system for targeting customers comprising:
an interface for receiving a customer request on a channel;
a data processor for forming an integrated belief profile for said
requesting customer for a set of channel types, executing said request to give a response,
and generating a promotion on the basis of said integrated belief profile; and
10 wherein said interface provides said response and said promotion to said
requesting customer.

10. The data processing system of claim 9, wherein said processor identifies the
customer making the request, and generates a set of beliefs for said customer for said set
15 of channels, and generates said integrated belief profile from a respective said set of
beliefs.

11. The data processing system of claim 10, wherein said processor calculates a
normalized Dempster Orthogonal Sum of said set of beliefs to give said integrated belief
20 profile.

12. The data processing system of claim 11, wherein said processor generates said
promotion according to a set of predetermined rules stored in a memory.

25 13. The data processing system of claim 10, wherein said processor generates a
promotion also based on said customer beliefs for the respective channel.

14. The data processing system of claim 9, wherein said processor further identifies
the channel upon which the request is made, and wherein said response and said
30 promotion is provided by said interface on said identified channel type.

15. The data processing system of claim 9, wherein said interface converts format of
the requesting channel to a common format, and back-converts said response and said
promotion to the format of the customer request.

16. The data processing system of claim 9, further comprising a memory for accumulating said set of beliefs for customers over multiple user sessions such that said integrated belief profile is incrementally updated.

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17. A computer program product for targeting customers, comprising a computer program held on a storage medium, the computer program including:

a code element for receiving a customer request on a channel;

a code element for forming an integrated belief profile for said requesting

10 customer for a set of channel types;

a code element for executing said request to give a response;

a code element for generating a promotion on the basis of said integrated belief profile; and

15 a code element for providing said response and said promotion to said requesting customer.